



Solving digital challenges with the French companies' expertise

Who we are

MEDEF International is a non-profit private-funded organisation, created in 1989 by MEDEF, the French Business Confederation. MEDEF International is the first French private business network at an international level.

MEDEF International aims at promoting the French companies' solutions abroad through collective actions. MEDEF International supports trade, technologic cooperation and investments, long-term partnerships, especially on emerging and developing markets as well as reconstruction markets.

It gathers every year about 6100 French companies already operating in the world, in 85 Business Councils headed by 75 CEOs of major international French companies.

MEDEF International digital task force is a community of French companies of all sizes which wish to strengthen their international businesses in the following fields :



Dematerialized transactions



Cybersecurity



**E-administration
E-government**



Digital identity

French expertise

Promoting **French expertise** in these sectors for public and private international decision-makers.

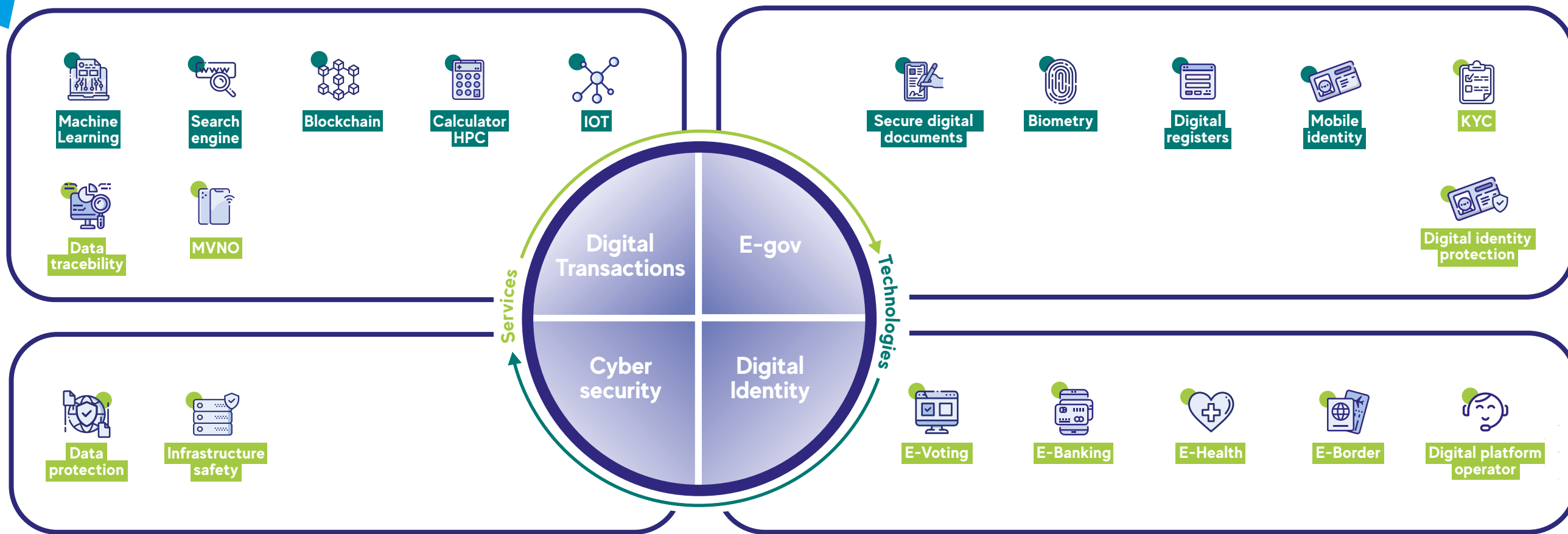
Identifying and understanding the sector's growth markets as much as the needs expressed by governments.

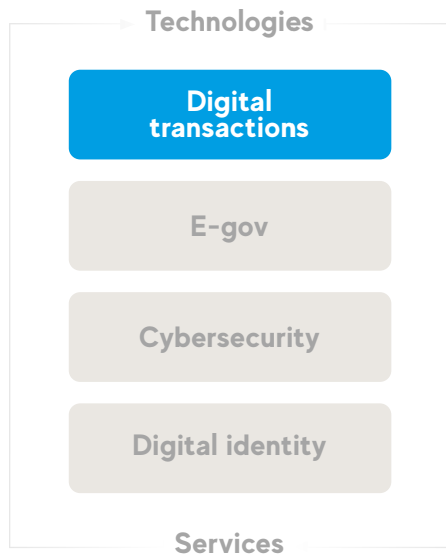
Quickly mobilising French companies to carry out specific projects.

Sharing the experience between large groups, VSEs, SMEs, agencies, start-ups and other players in the export ecosystem (institutional players, funders, professional federations and clusters, etc.)

Skills of the French digital sector

Innovation & excellence





DIGITAL TRANSACTIONS

Procetc identity

Famoco has supported United Nations agencies such as that of the World Food Program, since 2015, by dematerializing coupons of food aid or basic necessities.

Description

Service to beneficiaries combining mobile technology (hardware) with a secure Android mobile solution (software) wich allows to dematerialize the organization of food aid distribution while securing and protecting the digital identity of users and beneficiaries, by ensuring the protection of their metadata.

Why ?

Contribute to improving the efficiency of international organizations such as the WFP, while providing precise data on field operations and a better understanding of beneficiares and their needs, all this while ensuring respect for protection data around their identity

Profits generated

80 million people worldwide have access to basic needs in more than 80 countries. With the support of Famoco, more than 15 million of them in more than 40 countries can now access these new inclusion services trough food stamps via a secure card or biometric

«French Touch»

Ensures the sovereignty of metadata in the public and private sector with populations at risk in countries with emerging economies.

E-GOV

Project Identity

Bureau Veritas, Single Window for Foreign Trade, 2011, Benin

Description

Dematerialized platform synchronizing the logistical and administrative data of public and private operators to streamline international trade operations (import / export, transit ...) in port places.

Why ?

Accelerate import / export operations, secure market flows, increase customs revenue, generate market transparency (especially financial flows); increase the country's economic attractiveness, improve its performance in international indicators (World Bank's ease of doing business, logistics performance index, among other indexes).

Profits generated

Increase in customs revenue + 50% between 2011 and 2014. Cross-border trade indicator of the World Bank: ranking improved by +40 in 2016

«French Touch»

An internationally - recognized neutral third party operating a digital platform synchronizing public & private data.

Technologies

Digital transactions

E-gov

Cybersecurity

Digital identity

Services



BUREAU
VERITAS



Technologies

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CYBERSECURITY

Project Identity

"Audit Flash Covid-19" project, offered to their French or Canadian clients in april - may 2020

Description

Monitoring using the Aleph Search Dark engine, on Deep & Dark Webs, of 3 search expressions: generic search on the company, on an email format or on a key person (VIP)

Why ?

Pontial data leaks following a phishing attack, for example, are dangerous and compromising exposures for businesses.

Profits generated

Detect and monitor the dissemination of sensitive information that can allow an IS cyber attack, data encryption, penetration of sensitive sites, connected objects or mobile phones, scams ...

«French Touch»

Aleph Search Dark is a French search and analysis engine, developed using patented technology, which allows you to investigate the deepest and most hidden corners of the web.

DIGITAL IDENTITY

Project identity

IDEMIA, CIVIPOL (the technical cooperation operator of the French Ministry of the Interior), DIGITECH, UNFPA (United Nations Population Fund) and CARITAS (a confederation of 165 Catholic relief, development and social service organizations)

Description

This World Bank funded project aims to register 2.4 million children and produce 600,000 birth certificates. The data collection process was launched in April 2019 in the schools of Kinshasa, and is now entering its second phase with the integration of the registration data from the Civil Registry system.

Why ?

Enhancement of the current Civil Registry through dematerialization of the process and digitalization of the

existing registry. Enrollment of children in nursery and primary schools for free if they belong to the 60 % of DRC's children that have not been registered at birth.

Profits generated

The Civil Identity database is critical for the success of the program for the Congolese government. OSIA (Open Standard Identity APIs), developed by the Secure Identity Alliance, has been used to avoid vendor lock-in and bring long-term benefits to the country.

«French Touch»

The database and its back-end ensure that each child getting a birth certificate is de-duplicated and given a unique identifier. This provides the Congolese government with a long-term solution for modern identity management.

Technologies

Digital transactions

E-gov

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Financing international digital projects

Focus on the main IFIs

In a world where technologies and users are constantly evolving, it is ever more important to find the right business partner. That's why International Financial Institutions (IFIs) are expanding their funding of digital projects in the fields of state jurisdiction.

It is necessary for companies to have a structured and long-term approach with international financial institutions, and to position themselves from the beginning of the project cycle, which is usually long (2 to 5 years on average).

The digital sector strategy was renewed in 2015 as part of the Sustainable Development Goals (SDGs) and focused on five key elements:

Digital infrastructure

Financial services & digital identification

The implementation of regulations and good practices

The development of dematerialized platforms

Development of digital knowledge and skills

Digital Moonshot for Africa - 100 Billion USD. The World Bank and the African Union met in 2018 around the «Digital Moonshot» initiative (infrastructure, network operation and maintenance, ICT content and skills and digital governance).

ID4D - \$ 1 billion. The Identification for Development (ID4D) initiative aims to enable all individuals to access services and exercise their rights, through digital identification.

To find out more:
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Head of IFIs Partnerships in Washington
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World Bank

European Investment Bank

The EIB finances projects relating to the digital economy such as infrastructure, equipment, services, applications, research and development through :

Mobile phone networks

Data centers and hosted services

The manufacture of handsets, network equipment

ICT applications

Public services

The European Investment Fund (EIF) specializes in providing guarantees for SMEs and on venture capital investments, in addition to traditional financing instruments (loans, equity, guarantees), the EIB offers support for specific innovation using the following tools:

Financing of major projects: investment projects costing more than € 25 million in the context of activities which contribute to the achievement of EIB priorities, including innovation and technology;

Support for SMEs and mid-caps in the innovation sector under the European Strategic Investment Fund (EFSI): intermediated loans to finance their development via investment projects with a cost less than or equal to EUR 25 million

DIGITAL FOCUS: the InnovFin device - European funding for innovation, the EIB Group offers funding from € 25,000 to support investments in research and innovation made by companies or other organizations of all sizes and maturities.

The EIB finances projects relating to the digital economy such as infrastructure, equipment, services, applications, research and development through :

Bpifrance

One stop shop for French public export finance solutions. Bpifrance offers three types of support for the private sector associated with international digital projects. Bpifrance can thus:

Insure: Credit Insurance, Export Guarantee Insurance, Export Prefinancing Guarantee, Currency Insurance, International Project Guarantee.

Finance: Export Credit & International Growth Loan (€ 30k to € 5M)

Invest: direct or indirect minority shareholdings (via investment funds); subordinated or equity loans; shareholder current accounts; bonds convertible or redeemable in shares.

French Treasury

Two types of loans to French companies:

Concessional Treasury loan,

Direct loan

FASEP (annual envelope) - French Development Agency and Directorate General of the Treasury

Format: Donation or repayable advance
Amount: 100,000 to 800,000 €

Beneficiaries: Private players, in particular SMEs and VSEs

Eligibility: the final beneficiary must be a public entity and the project must include 85% of the French share

French Development Agency / PROPARCO

PROPARCO (AFD's subsidiary dedicated to private sector financing) offers:

Loans (3 to 100 M €),, to companies and financial institutions up to 20 years,
Equity for growth
Guarantees

To know more :

<https://www.proparco.fr/fr/page-thematique-axe/nos-outils-financiers>

French public actors

Our principles

French companies of the Digital task force of MEDEF International embrace the twelve following principles for a more ethical business conduct.

Sovereignty

1 Respecting the sovereignty of countries, giving them transparent access to the treatment and storage of data and metadata collected locally

2 Co-creating solutions adapted to the local environment («culturally relevant solutions»)

3 Offering products and services with respect of users' personal data (GDPR compatibility)

4 Implementing the necessary conditions for skills transfers within the countries

Openness & sustainability

Offering scalable and flexible solutions

5

6 Integrating interoperability from the design stage:
a culture of interoperability inherent to the nature
of French solutions

Investing in an independent R&D

7

8 Implementing solutions that work in changing
environments (portability, multilingual by nature)

Trust & governance

Offering safe and secured solutions, by focusing
on cybersecurity, and providing comprehensive
security guarantees (HR, due diligence, etc.)

9

10

Acting with a high level of transparency, at all user
levels (B2B client, end client, etc.)

Offering and implementing neutral solutions based
on open and international standards (technology, etc.)

11

12

Respecting confidentiality : integrated in French
solutions from their initial conception (Privacy by
design)



Our actions

Since its official launch in April 2017, the mission of the digital task force (TFN) of MEDEF International has been to boost the development of French companies in the digital sector in emerging markets experiencing high growth rates.

Here is a glimpse of some past business missions to Qatar, Egypt and India.



Egypt
Delegation to Cairo, March 2018



Qatar
Delegation to Doha, December 2019

India
Delegation to Mumbai,
September 2017



Our chairmen



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